

FastTrac® TechVenture™

For technology and life science entrepreneurs

Focus on the Business

In today's marketplace, it's not enough to know just the technology or science. To be successful, you need to understand the business behind it. How do you generate interest? How much is it worth? How do you profit from it? How do you sustain ongoing growth? How do you get the needed financing?

That's where FastTrac TechVenture makes a difference.

Just as you thrive on the frontier of technology and life sciences, this program operates on the cutting edge of business and entrepreneurship. During FastTrac TechVenture, this knowledge is shared with you. Learn how to determine the best way to apply it to your situation to produce a product, build your company, and fulfill your vision.

Learn by Doing

Beyond theories and conjecture, FastTrac TechVenture takes an analytical look at your business. Discover what you need to consider in starting, operating, funding, or growing a technology or life sciences-based business, in a forum that allows you to:

- Determine market opportunities and business strategies and pursue them successfully;
- Define your target customers;
- Develop a solid marketing plan;
- Learn to assess and build a top management team;
- Calculate the funding needed at each stage of your business and discover the best ways to access it;
- Learn the importance of protecting your intellectual property through licenses, patents, trademarks, and copyrights; and
- Hone your elevator pitch and investor presentation.

Make Contacts that Build your Network for Success

What many entrepreneurs like best about FastTrac TechVenture are the contacts they make. Our program facilitators are knowledgeable entrepreneurs with an in-depth understanding of growing a business. They introduce you to the tools you need to evaluate your venture and find financing to build a sustainable business.

What's more, you participate in our own brand of business-coaching sessions, establishing productive relationships with other entrepreneurs – just like you. You also gain one-on-one assistance in areas that are critical to the near-term and long-term success of your business.

Make the Most of Your Opportunity

The right time, the right technology, and the right business foundation. Discover what you need to bring your technology or life sciences venture to life with FastTrac TechVenture.



HUMAN CAPITAL
NATIONAL COHESION STRATEGY



EUROPEAN UNION
EUROPEAN
SOCIAL FUND

